GOVERNMENT OF INDIA
RURAL DEVELOPMENT
LOK SABHA

UNSTARRED QUESTION NO:3041
ANSWERED ON:12.08.2005
AWARENESS ABOUT POVERTY ALLEVIATION PROGRAMMES
Gudhe Shri Anantrao;Sharma Shri Madan Lal

Will the Minister of RURAL DEVELOPMENT be pleased to state:

(a) whether the Government is aware that a major weakness in the implementation of poverty alleviations programmes has been the lack of adequate participation by people;

(b) if so, whether the Government is making any concerted efforts for increasing awareness among people and their participation in the poverty alleviation programmes; and

(c) if so, the details thereof?

Answer

MINISTER OF STATE IN THE MINISTRY OF RURAL DEVELOPMENT(SHRIMATI SURYAKANTA PATIL)

(a) Adequate participation of the people has been realized to be a pre-requisite for effective implementation of various Rural Development programmes.

(b) & (c) Creating awareness has been one of the major activities of the Ministry to secure people`s participation in the development process and to reach out to rural poor with information on Rural Development Programmes. A number of initiatives have been taken by this Ministry to promote participation of people in development process. The emphasis has been shifted towards participatory model and people oriented by involving them in the process through Self-Help Groups and Panchayati Raj Institutions so as to enrich their knowledge, skills and technique. Information, Education and Communication (IEC) activities have been substantially scaled up through the use of various mode of communication viz Print Media, Electronic Media, and various modes of outdoor publicity to create awareness.